

# **Technology Deployment Initiatives and Partnership Program**

## **Request for Funding FY 2005**

**FHWA Strategic Goal Area:** Human & Natural Environment

**Focus Technology:** Context Sensitive Design/ Context Sensitive Solutions

**Project Title:** Plenary Session at National Trust for Historic Preservation Annual Conference

**Problem Statement:** The National Trust for Historic Preservation Conference is the premier educational event for historic preservation in the United States. Each year it is the principal educational mechanism for community preservationists across the United States. It enables 2,000 to 2,500 participants to

- learn from leading experts and practitioners from across the United States,
- share techniques and achievements with each other,
- learn from on-site exploration of the host city/region, and
- return to their own communities with new knowledge and inspiration.

The conference takes place in a different region of the country each year. Portland successfully competed to host the 2005 Conference because of its wealth of historic places, livability of the city, and surrounding countryside.

The conference is unique in that it uses the host city and region as a laboratory to explore current issues and strategies in community preservation and revitalization. More than 30 field sessions will take place throughout the city and region. These will include transportation strategies and heritage tourism. These field sessions are supplemented by 50 educational sessions, presenting the best case studies and approaches from across the country.

An overall theme for the conference is carried out through plenary sessions and special presentations. The theme for the Portland conference is “Sustain America: Vision, Economics, and Preservation”.

Planning of the conference is highly collaborative. A local advisory committee, in which 300 plus community leaders are invited to participate, spreads the net so that all ideas are considered. Members of this group propose specific field sessions. A planning committee of 15-20 members guides the process. WFLHD has accepted an invitation to participate on the planning committee.

**Proposal:** FLH/FHWA will sponsor the closing Plenary Session. The session marks the official close of the educational components of the conference.

**Benefits:** The benefits to FHWA and WFLHD are significant:

- The conference brings to Portland the best in historic preservation and community revitalization experts so that transportation community leaders from Portland and the Pacific Northwest can access this expertise with minimal cost and time.

- Local scholarship programs greatly increase this access and resulting benefits.
- Four complimentary conference registrations, invitation to Patrons Dinner, and two tickets to closing party.
- FLH/FHWA exposure to various national and regional groups and our partners.

The goal of the National Trust in the conference is to provide attendees with the best in preservation strategies, techniques, case studies, and networking so they return to their communities with greatly expanded knowledge and inspiration. A parallel goal is to leave lasting benefit in the host city. Sponsoring the opening plenary allows helps registration cost remain affordable. The National Trust also uses funds to pay for a national diversity scholarship program and for the national awards program, a highlight of the conference.

**Resources/Cost:**      \$25,000

**Duration:**      September 27 to October 2, 2005

**Organization/Method:**      The sponsorship funds will be transferred to the National Trust for Historic Preservation.

**Submitter:**

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